BTEC Assignment Brief

Qualification	Pearson International BTEC Level 3 Foundation Diploma in Marketing Pearson International BTEC Level 3 Diploma in Marketing Pearson International BTEC Level 3 International Extended Diploma in Marketing
Unit number and title	Unit 11: Activating a Brand
Learning aim(s)	**A:** Investigate brand activation practice for a selected organisation
Assignment title	Brand activation strategies
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have secured a marketing apprenticeship at a major clothing retailer. Your supervisor has told you that they want to focus your time, initially, on brand activation and display techniques used in store and online. The aim is that, by the end of your placement, you have demonstrated a solid understanding of the influences on buyer behaviour and the legislation and safety considerations of brand activation.

Task	You are to create a portfolio of research that evaluates the use of brand activation for both physical and online. Your portfolio should include: • the organisation needs for brand activation • online and physical spaces used for brand activation, and how these support the organisation needs • brand activation techniques used, their similarities and differences, and the relevance of these in supporting the organisation needs • communication practices used, the similarities and differences, and the relevance of these in supporting the organisation needs • legal, safety and ethical considerations • judgements, using evidence of research into how the brand activation techniques, communication, spaces, and legal and ethical requirements have helped to meet organisation needs and allowed the organisation to be successful. You must show evidence of independent research throughout the portfolio, either in the body of the portfolio or as appendices.
Checklist of evidence required	• A portfolio of research and evaluation • Appendices (if required)

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Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
11/A.D1	Evaluate how the techniques and communication used in brand activation support organisation needs.
11/A.M1	Compare how the techniques and communication used in brand activation supports organisation needs.
11/A.P1	Explore brand activation organisation needs, use of spaces and legal and ethical issues.
11/A.P2	Explore brand activation techniques and communication practice in physical and online brand activation.
Sources of information to support you with this Assignment	**Websites** www.theretailfactory.co.uk www.vmsd.com www.retail-focus.co.uk www.retailstorewindows.com www.repsly.com